

From: [veronica](#)
To: [sbc](#)
Subject: My comments for 2016.SB8.2 on March 22, 2016 Sign Variance Committee
Date: Monday, March 21, 2016 1:21:19 PM

To the City Clerk:

Please add my comments to the agenda for the March 22, 2016 Sign Variance Committee meeting on item 2016.SB8.2, Application by Outfront Media for One Third Party Electronic Ground Sign Near Eglinton Avenue East and Leslie Street (0 North York Row)

I understand that my comments and the personal information in this email will form part of the public record and that my name will be listed as a correspondent on agendas and minutes of City Council or its committees. Also, I understand that agendas and minutes are posted online and my name may be indexed by search engines like Google.

Comments:

Firstly, I do not agree with the location. This area is green space / parkland and is identified by the city as a natural heritage space. Billboards, in general, are not compatible with this natural space but the intrusiveness of electronic billboards are especially not compatible. The light pollution from the BMW dealership located further north on Leslie Street already negatively impacts the wildlife within the ravine. A second intrusion is definitely not needed.

Secondly, Outfront Media's application statement that the billboard will be oriented towards eastbound traffic is false. The billboard will be squarely facing the intersection becoming a driver distraction at a time when drivers are required to be at their most attentive. With the opening of the Sunnybrook LRT stop, this intersection will see an increase in crossings by pedestrians and cyclists. Distracting drivers at the moment when they need to focus will put vulnerable road users at risk - risk that is totally avoidable.

Lastly, with the opening of the Sunnybrook LRT stop, it is my belief that the automobile dealership, located on the corner of Eglinton Avenue East and Leslie Street, is short lived and will give way to high rise residential uses. That would put this electronic billboard within 250 m of residences.

I sincerely hope that the committee will support not visually polluting green spaces and in increased public safety and rejects this application.

Thank you for your time and attention

Veronica Pochmursky